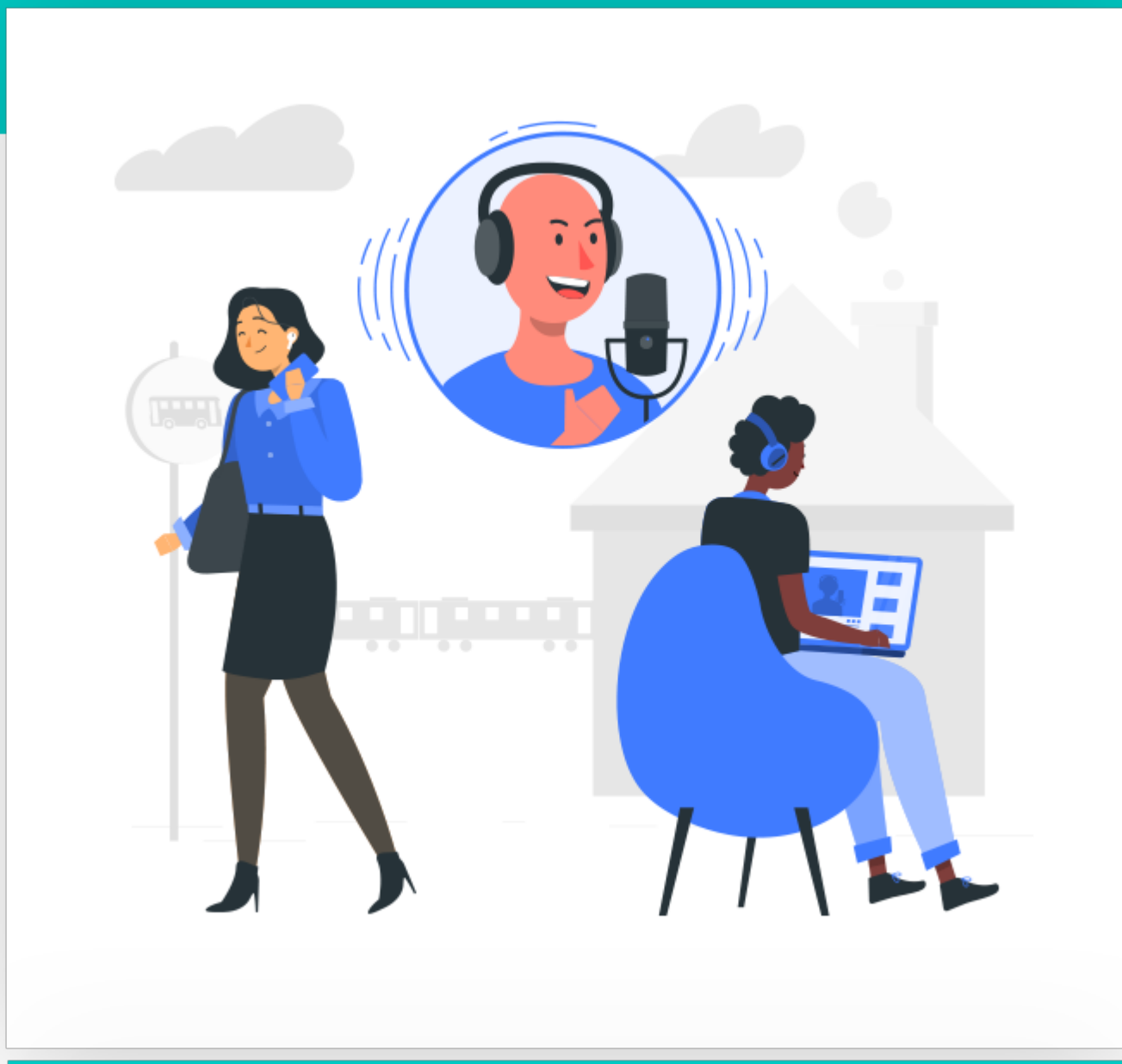
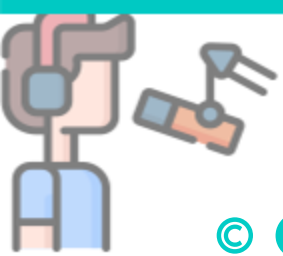




# SUCCEED IN PODCASTING (The Untold Secret)





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# Introduction

A podcast is simply a series of digital audio files that people can download and listen to. It can be downloaded to the user's personal devices, such as cellphones and laptops or computers. To be more specific, a podcast is an episodic series of recorded spoken words that can be all focused on a particular or particular topic, genre, or theme.

In a dictionary form, a podcast refers to a digital audio file in a series form that can be found on the Internet and is available for download. Way back in 2004, the term podcast was coined and first used by

Ben Hammersly in The Guardian newspaper article. A podcast is basically the combination of iPod and broadcast. However, it should be noted that it was not Ben Hammersly who created and developed the podcast.



## History of Podcast

Former MTV jockey Adam Curry and software developer Dave Winer discovered and developed podcasting. Curry, aside from being a podcaster, is also an announcer, internet entrepreneur, and a media personality. He is known for his stint as a VJ on MTV. He is also known as one of the first celebrities who created and administered web sites. With his efforts in podcasting, Curry is now known as the "Podfather."

On the other hand, we have Dave Winer. Winer is an entrepreneur, writer, and an American software developer. With his significant contribution to podcasting, he has been given credit for the development and invention of the podcasting model. Today, both Curry and Winer are known as the godfather of podcasting.

Before the term "podcasting" was used, it was dubbed as audioblogging. In the same manner, an RSS web feed allows users and other applications to access websites in a computer-readable and standardized format. With the use of RSS, users can keep tracking many different websites using a single news aggregator. This aggregator will spontaneously form the RSS feed for new content. Due to these RSS attributes, users, including Adam Curry, requested audioblogging. As a software developer, Dave Winer added new functions to RSS 0.92 by including a new element called an enclosure. This enclosure will pass the address of a media file (mp3, wav, WMA, etc.) to the RSS news aggregator. The Grateful Dead song was the first media file that demonstrated the enclosure feature of RSS last January 2001.





Adam Winer's Radio Userland is a weblogging product with a built-in aggregator that provides "send" and "receive" mechanisms that were later on called audioblogging. In 2003, to provide support for the enclosure he has developed, Winer challenged other aggregator developers. Later on, Kevin Marks, an early experimenter, established a script to download RSS enclosures and pass them through iTunes to transfer to an iPod. After these developments, Adam Curry now proposed RSS-to-iPod that moved a digital audio file or an MP3 from Winer's Radio Userland to iTunes.

## Podcasts Becoming World Popularity

The first company to deliver podcast services is Liberated Syndication. Libsyn allows podcasters to publish any kind of podcast they wanted. The company was also established in 2004: the same year podcast has been developed. In April 2005, Leo Laporte's This Week in Tech was the first to win the People's Choice Award at the Podcast Awards. In the same year, the book Podcasting Do-it-yourself Guide by Todd Cochrane was released and published. In June, Apple iTunes 4.9 was released to take podcasting mainstream. The Apple iTunes 4.9 features include over 3,000 audio programs from ABC News, BBC, Disney, ESPN, and other podcast directories around the world. Former President George W. Bush even used the podcasting medium to deliver his weekly address. Along with Yahoo, who added a podcast search site where people can listen and subscribe to different podcasts, the New Oxford America Dictionary also declared "podcast" as the word of the year.

